

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution
FROM: Thomas Lauinger 
SUBJECT: 1995 Fall Splash Final Report

DATE: January 26, 1996

Attached please find the final write-up concerning the 1995 Virginia Slims Fall Splash program. The first report is an analysis from the Marketing & Sales Information group. I have then included a program summary with additional results, as well as recommendations for future price programs. If any additional information is desired, please do not hesitate to ask.

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CC:
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